



Future and Emerging Technologies

**Technologies and
scientific foundations in
the field of creativity**

Call 10 objective 8.1 c)



Challenge

- **There is no consolidated and consistent 'Science of Creativity' (various disciplines study it from different angles);**
- **Computational and Artificial Creativity offer great potential for studying and better understanding creativity;**
- **Producing autonomously creative systems is an ambitious research challenge;**
- **The difficulty of measuring and evaluating creativity raises additional methodological challenges.**





The objective addresses the need to

- **Achieve a better understanding of creativity and the way it can be technologically achieved**

Research should be multi-disciplinary and may involve such disciplines as:

- **AI**
- **Sociology**
- **Psychology**
- **Neuroscience**
- **Cognitive science**
- **Arts (including performing arts)**
- **Robotics**





Creativity

Call 10 objective 8.1

Target outcomes

- **Progress towards a formal understanding of creativity**
- **Autonomous creative systems**





Important points for c)

- Rising above the level of pastiche; human-level creativity;**
- Technological development in itself is not sufficient; the proposals need to demonstrate that there will be a possibility to learn something of human creativity;**





Expected impact

- **Deeper scientific understanding of creativity;**
- **Fostering the synergy between understanding and enhancing human creativity;**
- **New technologies for autonomous creative systems.**





Creativity

Call 10 objective 8.1

- **Budget for target outcome c) of Objective 8.1: 10 M€ (Instrument: STREP)**
- **Target outcome co-managed by FET and G2**
- **Contact: walter.van-de-velde@ec.europa.eu (FET) or alina.senn@ec.europa.eu (G2)**

- **Deadline for submission: 15 January 2013 17:00**

- **More information:**
<http://cordis.europa.eu/fp7/ict/fet-proactive/>
http://cordis.europa.eu/fp7/ict/creativity/creativity-calls_en.html
- **Background document:**
http://cordis.europa.eu/fp7/ict/fet-proactive/docs/shapefetip-wp2013-01_en.pdf